

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

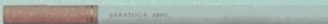
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Printed in U.S.A.

New from Philip Morris.

# Saratoga 120's.

Enjoy smoking longer without smoking more.



Saratoga 120's



Standard 100's

That's the Saratoga idea.

**More puffs than 100's.**

Longer and slimmer  
than 100's for extra  
smoking time and  
pleasure, without  
smoking more cigarettes.

**Priced no more than 100's.**

Look for them in  
the new 120 mm  
crush-proof box.



"It's about time.  
An increase in something  
besides price."



17 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



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